

Old Town Business District

2016 Resident Profile	Drive Time			
Population by Age	5 Min.	10 Min.	U.S.A.	
0 - 4	4.7%	5.7%	6.2%	
5 - 9	4.9%	5.5%	6.3%	
10 - 14	4.6%	5.1%	6.5%	
15 - 19	5.9%	5.9%	6.6%	
20 - 24	8.7%	8.0%	7.1%	
25 - 34	15.4%	16.1%	13.6%	
35 - 44	12.8%	13.4%	12.6%	
45 - 54	14.0%	13.3%	13.3%	
55 - 64	14.5%	12.7%	12.8%	
65 - 74	9.1%	8.0%	8.8%	
75 - 84	3.8%	4.0%	4.3%	
85+	1.6%	2.3%	1.9%	
Population 25+ by Educational Attainment				
Less than 9th Grade	1.3%	3.6%	5.5%	
9th - 12th Grade, No Diploma	2.2%	6.4%	7.3%	
High School or GED/Alternative Credential	16.1%	23.7%	27.6%	
Some College, No Degree	18.0%	23.0%	20.9%	
Associate Degree	8.8%	9.5%	8.2%	
Bachelor's Degree	29.2%	20.5%	18.8%	
Graduate/Professional Degree	24.3%	13.5%	11.6%	
Employed Population 16+ by Industry				
Agriculture/Mining	0.5%	0.6%	2.0%	
Construction	5.5%	5.5%	6.2%	
Manufacturing	6.8%	7.5%	10.2%	
Wholesale Trade	2.6%	2.6%	2.7%	
Retail Trade	9.7%	10.9%	11.3%	
Transportation/Utilities	4.7%	5.3%	4.9%	
Information	0.9%	1.4%	1.9%	
Finance/Insurance/Real Estate	7.7%	5.6%	6.5%	
Services	54.9%	54.9%	49.5%	
Public Administration	6.8%	5.8%	4.7%	
Annual Household Budget Expenditures	Spending Potential Index*	Average Amount Spent	Spending Potential Index*	Average Amount Spent
Drive Time	5 Min.		10 Min.	
Total Expenditures	116	\$76,694	89	\$58,799
Food at Home	115	\$5,717	89	\$4,457
Food Away from Home	118	\$3,659	90	\$2,780
Alcoholic Beverages	124	\$634	93	\$476
Housing	119	\$24,304	92	\$18,754
Shelter	122	\$18,923	93	\$14,514
Utilities, Fuel and Public Services	110	\$5,380	87	\$4,239
Household Operations	115	\$1,979	87	\$1,497
Housekeeping Supplies	113	\$792	87	\$615
Household Furnishings and Equipment	116	\$2,046	88	\$1,553
Apparel and Services	119	\$2,390	90	\$1,819
Transportation	112	\$9,090	87	\$7,039
Travel	117	\$2,168	87	\$1,613
Health Care	109	\$5,777	85	\$4,496
Entertainment and Recreation	115	\$3,344	88	\$2,551
Personal Care Products & Services	117	\$855	89	\$651
Education	126	\$1,778	95	\$1,338
Life/Other Insurance	106	\$439	81	\$338
Pensions and Social Security	116	\$7,857	86	\$5,860

*Spending Potential Index (SPI) represents the annual amount spent for a product or service related to the national average of 100. A SPI greater than 100 is above the national average. A SPI less than 100 is below the national average. Source: 2016 ESRI Business Analyst Online.